



Dear Sir (or Madam),

We take pleasure in sending you herewith the interesting little book, "The Power Within", which we trust will be given your attention.

Upon reading the book you will find in the latter pages the announcement of our Sale-on-inspection plan for these Courses, Series "B".

All we seek at first is to get you to examine these works. If you then decide, for any reason whatsoever, that you do not want them, post them back to us before the expiration of one week and we will return your 20 shilling price-deposit in full, at once, upon request.

Could we make you a fairer offer? You should be able to tell in one hour if you want the Lessons, but we give you a week in order that you may have full time to decide.

We do not have to make absurd and exaggerated claims to sell our Courses. We believe in actually showing the Lessons to customers. They speak for themselves.

If you are at all interested in the grand "new thought" movement of the age (and we assume that you are), you cannot afford to lose this opportunity. You can get many times more instruction value from this 20/- investment than you could from £100 and 10 years spent among book-shops and libraries. All the instruction that you could thus obtain (a very little by the way) is contained in condensed, graded and clarified form in Series "B", and a large collection of absolutely new, original and clever ideas beside.

We sincerely believe it is to your best interests to own and study these Lessons. At any rate you cannot afford to miss this opportunity to inspect them subject to approval, and we therefore respectfully call your attention to the terms of the Order-form enclosed herewith.

Cordially yours,

NEW THOUGHT PUBLISHING CO., Ltd.

T W Henry
Manager.